

# TBEX NORTH AMERICA 2018

Corning-Finger Lakes, NY (Sep 11 - 13)



Sponsorship requested for **TBEX North America 2018** where the top 50 Travel Influencers in attendance have a combined social influence/impact of **13.2 million** followers

**CONNECTING TRAVEL MEDIA'S BIGGEST INFLUENCERS & THE TRAVEL INDUSTRY'S TOP BRANDS**

TBEX NORTH AMERICA 2018 WILL ATTRACT 600+ TRAVEL MEDIA INFLUENCERS AND BLOGGERS. FOR COMPLETE DETAILS ON SPONSORSHIP BENEFITS/OPPORTUNITIES, CONTACT PATTI HOSKING: [patti@tbexcon.com](mailto:patti@tbexcon.com)

TBEX Events reached over **358 million** Travel Consumers in 2016

**INFLUENCER MARKETING DELIVERS 11X THE R.O.I. OVER ALL OTHER FORMS OF DIGITAL MEDIA**

- ✓ Influencer Marketing \$23.00 \$/\$ ROI Annually
- ✓ \$285 Incremental Sales per 1,000 views

<b>\$2.15</b>	<b>\$4.30</b>	<b>\$23.00</b>
<b>Average Banner Ads*</b>	<b>Best Banner Ads*</b>	<b>Influencer Marketing*</b>

*\*In certain sectors*

**TBEX NORTH AMERICA \***

- Attendees (703 Avg. per event) - - **3,515**
- TBEX Exposure - - - - - **854.5 million**
- TBEX Contributors - - - - - **33,746**
- TBEX Reach - - - - - **193.8 million**

*\* Total combined Twitter results from the past five annual TBEX North America events*

**WORKING WITH INFLUENCERS**

- ✓ Influencer marketing is now the most cost effective digital marketing tool, surpassing display ads and email. (Source: Marketing Tech News)
- ✓ \$21.6 billion was lost in 2015 in blocked ad revenue from digital ads. (Source: Marketing Tech News)
- ✓ 75% of marketers are using influencers; 59% plan to increase their influencer budgets in the next 12 months. (Source: Linquia)

Data Source: Case study by Nielsen Catalina Solutions in partnership with TapInfluence and WhiteWave Foods. (Published by INC.com, 26 Apr 2016)